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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91237315
Party	Defendant Universal Life Church Monastery Storehouse, Inc.
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Date	12/15/2020
Attachments	Goschie Decl. 121520 FINAL.pdf(811948 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

AMERICAN MARRIAGE
MINISTRIES,

Opposer,

v.

UNIVERSAL LIFE CHURCH
MONASTERY STOREHOUSE,

Applicant.

Opposition No. 91237315

TESTIMONY DECLARATION OF
DALLAS GOSCHIE

I, Dallas Goschie, declare as follows:

1. I am over the age of eighteen years and otherwise competent to testify in this matter.
2. I make this declaration based on my personal knowledge.
3. I first began working for Applicant Universal Life Church Monastery Storehouse (“ULC Monastery”) as an administrative assistant in the summer of 2013.
4. From July of 2014 to the present, I have been Operations Manager for ULC Monastery.
5. In my roles with ULC Monastery, I am familiar with the day-to-day operations of ULC Monastery.
6. ULC Monastery has operated a website at GetOrdained.org since at least 2014.

7. ULC Monastery has offered, advertised, provided, and conducted religious ceremonies, ecclesiastical services (ordaining ministers to perform religious ceremonies), and operation of a website featuring information about religious belief systems, through the GetOrdained.org website, since at least 2014.

8. ULC Monastery also offers, advertises, and provides online retail store services through the GetOrdained.org website, through which users can purchase various products.

9. ULC Monastery has continuously and prominently used the GET ORDAINED trademark on the home page, and every sub-page, of the GetOrdained.org website, since at least 2014.

10. Attached hereto as Exhibit A are two screen captures that accurately depict the content and appearance, including the use and display of the GET ORDAINED trademark, of the ordination application page of the GetOrdained.org website (available at GetOrdained.org/free-ordination) as it appeared on or about September 27, 2014. The only difference is that the first screen capture (on the first page of Exhibit A), displays a timeline from the Internet Archive Wayback Machine, which would not have appeared on the ordination application page of the GetOrdained.org website (available at GetOrdained.org/free-ordination) on or about September 27, 2014.

11. Although the design elements of the GetOrdained.org website have changed over time, ULC Monastery has continuously and prominently displayed the GET ORDAINED trademark in the header of the home page, and every sub-page, of the GetOrdained.org website, since at least 2014.

12. Over the years that I have been affiliated with ULC Monastery, ULC Monastery has modified, improved, and increasingly emphasized its use of the GET ORDAINED trademark as a brand for its services. This includes preparing and using various stylized versions of the GET ORDAINED mark, and experimenting with different uses and placements of the GET ORDAINED mark.

13. ULC Monastery emphasizes that GET ORDAINED is a brand and a designation of the church (ULC Monastery) that is providing ecclesiastical services, as opposed to a description of such services. For example, attached hereto as Exhibit B are two screen captures that accurately depict the content and appearance, including the use and display of the GET ORDAINED trademark, of the “About” page of the GetOrdained.org website (available at GetOrdained.org/about) as it appeared on or about September 23, 2017. The only difference is that the first screen capture (on the first page of Exhibit B), displays a timeline from the Internet Archive Wayback Machine, which would not have appeared on the “About” page of the GetOrdained.org website (available at GetOrdained.org/about) on September 23, 2017.

14. ULC Monastery also uses the GET ORDAINED trademark, as a trademark, in other contexts, in reference to the provider of ULC Monastery’s services.

15. For example, while in ULC Monastery offices, I have overheard ULC Monastery telephone operators, while in conversations with ministers and/or prospective ministers, use the GET ORDAINED trademark orally to refer to the source or entity providing ecclesiastical services, such as “You became a minister through GET ORDAINED, right?”

16. In my experience, the class or genus of services provided by ULC Monastery, whereby someone may become a ULC Monastery minister, is commonly identified as “religious

services,” “church services,” “ecclesiastical services,” or “ordination services.” In my experience, the class or genus of services whereby ULC Monastery sells ministerial goods is commonly identified as “retail sales services, or “retail store services,” or “online store services.” In all my life, both before and after becoming affiliated with ULC Monastery, I cannot recall ever having heard anyone use the words “get ordained” to identify these classes of services, or any other class or genus of goods or services.

17. It is my belief, based on my experience interacting with other ULC Monastery ministers and prospective ministers, that, when the GET ORDAINED trademark is used prominently in connection with the ecclesiastical services provided by ULC Monastery, in the manner that trademarks are commonly used, actual and prospective ministers view it primarily as a brand, and not merely as a description of the services themselves.

The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

DATED: December 15, 2020 at Seattle, Washington.


Dallas Goschie

EXHIBIT A



Instant Online Ordination

Welcome! You are about to become an ordained minister with the Universal Life Church Ministry.

Online Ordination Request Form

* First Name

Middle Name

* Last Name

Do not include titles and please capitalize correctly e.g. use "Peter Patterson" not "Dr. Peter Patterson"

* E-mail

* Country

United States

* State/Province

-- Select a State --

* Address

* City

* Zip/Postal

* Choose password

* Confirm password

You can use your password to look up your ordination credential any time.

- ☐ I certify that I am over the age of 13
- ☒ Join our monthly newsletter

* = required field

Submit Ordination Request

NOTICE:
Our confirmation email can get caught in your spam filter. If you do not get your confirmation email within 10 mins please check your junk / spam filter.

We think the service that the Universal Life Church does is very important in our time, as an act of freedom of religion, the first amendment of the US Constitution. By being ordained, you have the right to perform weddings and baptisms. And if you choose to delve deeper, you can become a part of a community of people who are defining their philosophy of how to live and have a relationship with God, themselves, their family and friends, or simply the energy of the combined human psyche.

- Please fill out the form above completely to become ordained. Your information will be placed in our minister database.
- The ULC Monastery respects your privacy and will not share your information with any third parties. **We will not e-mail you unless you subscribe to our newsletter,** or we have information to share that is pertinent to your ordination.
- You must enter your name and address in order for the application to be accepted and legalized.
- Due to privacy law we cannot accept ordinations online for children under the age of 13. **By submitting this form you agree that you are over the age of 13.**
- **Only valid legal names and addresses will be accepted.**



Get Ordained/Universal Life Church
11501 Dublin Blvd, Ste. 200
Dublin, CA 94568

Phone: (925) 891-8024
Fax: (925) 891-8025
Email: info@getordained.org

Instant Online Ordination

Welcome! You are about to become an ordained minister with the Universal Life Church Ministry.

Online Ordination Request Form

* First Name	<input type="text"/>
Middle Name	<input type="text"/>
* Last Name	<input type="text"/>
Do not include titles and please capitalize correctly e.g. use "Peter Patterson" not "Dr. Peter Patterson"	
* E-mail	<input type="text"/>
* Country	<input type="text" value="United States"/>
* State/Province	<input type="text" value="-- Select a State --"/>
* Address	<input type="text"/>
* City	<input type="text"/>
* Zip/Postal	<input type="text"/>
* Choose password	<input type="password"/>
* Confirm password	<input type="password"/>

You can use your password to look up your ordination credential any time.

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EXHIBIT B

About Get Ordained™



We are all children
of the same universe

Here at Get Ordained™, [legal ordination](#) is just a few clicks away. Traditionally, becoming ordained is an arduous process. It requires years of study in a seminary school, and tends to be a costly endeavor. Unfortunately, these requirements deter many people who want to become a minister but don't have the extra time or money lying around.

That's where we come along! Perhaps a friend or family member is planning to get married, but they don't want a stranger officiating the ceremony. By removing the conventional obstacles to ordination, we make it easy to become a minister. Officiating a wedding (or any other type of ceremony, for that matter) has never been simpler. We're proud to provide an ordination process that is fast, free, and straightforward.

Anyone Can Become a Minister

Get Ordained™ is open to everyone – regardless of religious preference, gender, sexual orientation, nationality, or any other identifying factor. Get Ordained™ ordinations are processed by Universal Life Church Ministries, a non-denominational, non-discriminatory faith organization with millions of members all over the globe.

Our guiding principle is simple: individuals are free to live their spiritual truth however they see fit, so as long as their beliefs and practices do not infringe upon the freedoms or rights of others.

[Become a minister with Get Ordained™](#)

What Comes After Ordination?

While using Get Ordained™ is hassle-free, most people do appreciate some guidance when it comes to specific aspects of being an ordained minister. That's why we've created ceremony-specific training materials and tools to help ministers get started. Whether you're officiating a wedding, performing a baptism, or planning to start your own church, we encourage you to visit the [Get Ordained™ Training Center](#) for assistance and to make sure things go smoothly.

Finally, we offer a broad catalog of items in our [Ministry Supplies](#) section. You'll find everything from official clergy apparel to wedding packages that contain everything you'll need for the big day.



Get Ordained™ / Universal Life Church
2880 Zanker Road, Suite 203
San Jose, CA 95134

Email: info@getordained.org

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- [Our Chapel](#)
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- [Privacy Policy](#)
- [Contact Us](#)

Become a Minister

Ministry Supplies

Marriage Laws

Training

Find a Minister

About

Blog

Contact / FAQ

About Get Ordained™



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